

City of San Diego Municipal Programming and Video Production Policies

GOAL OF MUNICIPAL PROGRAMMING

The goal of municipal programming shall be to create greater awareness of local government and facilitate the community's participation in local decision making.

OBJECTIVES OF MUNICIPAL PROGRAMMING

Objectives of the cable television/video services program and the municipal channel shall include the following:

1. To make public proceedings and events more accessible to San Diego residents by providing live, gavel-to-gavel coverage of City Council meetings and other boards and commissions via cable television.
2. To increase community awareness of City services.
3. To aid in the City's economic development efforts by providing information on projects, development goals and services.
4. To promote special events in the community sponsored by the City and civic affiliated organizations.
5. To provide more extensive information on selected City topics and activities not fully covered by existing communications media.
6. To supplement public safety and disaster preparedness activities/information pertaining to the City of San Diego and surrounding communities.
7. To offer presentation alternatives to the departments and divisions of the City of San Diego.
8. To improve City services by enhancing and/or standardizing training of City employees through the production of video training tapes.
9. To document and archive City events and activities.

PROGRAMMING FORMATS

Municipal programming shall be established to provide direct, non-editorialized information to the citizens of San Diego. Programming formats will consist of the following:

City Council Coverage - All public meetings of the City Council may be telecast on the municipal channel according to the following editorial guidelines:



City of San Diego Municipal Programming and Video Production Policies

- Coverage of City Council shall be gavel-to-gavel excluding non-public agenda items or as otherwise directed by the City Council.
- Public meeting coverage shall not be edited or subject to editorial comment. Editing of technical difficulties is permitted.
- Coverage will be primarily focused on the officially recognized speaker, and on any visually displayed information that may be showing.
- A City-operated character message may indicate the name of the officially recognized speaker and may include the identification of the matter(s) being considered by the Council and the date of the discussion.
- Public meetings taped for telecast are to be re-telecast at least once if possible.

Council Committees, Special or Ad Hoc Committees, Task Forces and Other Public Hearings - Meetings of Council standing committees, special or ad-hoc committees, task forces, other events scheduled by City elected officials, City Commissions and City Boards may be covered and telecast on the municipal channel according to the following guidelines:

- Coverage will generally conform to all of the provisions for live cable telecasting of City Council meetings.
- Meetings not held in the Council Chambers may require special equipment and staffing and will be limited to staffing capabilities at hand. Requests for video coverage of Council standing committees, special or ad-hoc committees, task forces and other non-City Council hearings require a prior written request for coverage to the Cable TV Program Office at least seven business days in advance. Acceptance of coverage will be subject to the approval of the Mayor's office.
- Video coverage of Council standing committees, special or ad-hoc committees, task forces and other non-City Council hearings may not conflict with the videotaping or telecasting of City Council meetings.

Public Meetings of Other Government Jurisdictions - Public meetings held in the Council Chambers by other governmental jurisdictions such as State or Federal government may be covered live, or videotaped and aired if approved by the Mayor's office in advance of the event. The City maintains the right to request compensation for actual costs incurred for the coverage of other governmental jurisdiction meetings at the City's discretion.



City of San Diego Municipal Programming and Video Production Policies

Videotapes of public meetings of other governmental jurisdictions may be telecast on the City's government channel if approved in advance by the Mayor's office. The City maintains the right to request compensation for actual costs incurred for the telecasting of other governmental jurisdiction meetings at the City's discretion.

Press Conference Coverage - The municipal channel will generally attempt to cover City Official press conferences, by request, on a first-come, first-serve basis, subject to equipment and staff availability and the lack of conflict with previously scheduled productions/events. Press conferences may be aired live, if technically possible and if not in conflict with previously scheduled programming. Otherwise, videotaped coverage of press conferences will be telecast as soon as possible on the municipal channel.

Informational Programs - Any City department or agency may produce, suggest or assist in the production of programming for the municipal channel. All programming shall be consistent with the objectives and goals of the municipal programming policies and guidelines. City agencies may submit program proposals or requests for production or telecast of programs which are appropriate. All programming is subject to approval by the Mayor's office.

Outside Programming - Outside programming consistent with the objectives and goals of the municipal programming policies and guidelines may be telecast on the municipal channel. Outside programming must be acquired or sponsored by a City department or agency. All outside programming is subject to approval by the Mayor's office. Outside programming must be in a format acceptable to the City and meet the minimal technical specifications identified in these municipal channel policies. Outside programming shall adhere to the copyright requirements contained in the AContent Restrictions@ Section of these policies.

Any programming prepared or provided by a City department, agency or producer may be modified or edited as appropriate for telecast.

Public Service Announcements - Public Service Announcements ("PSAs") will be solicited and produced by the Cable TV Office or other City agencies. PSA topics shall be consistent with the objectives of the municipal programming policies and guidelines. All PSAs must be in a format acceptable to the City and must meet the minimal technical specifications identified in the municipal channel policies. Public Service Announcements may be edited to provide clarity or to adhere to acceptable time standards. All Public Service Announcements are subject to approval by the Mayor's office.

Promotions - Subject to approval, all promotional announcements and Abumpers@ for events sponsored by a City department or agency are acceptable for telecast. Promotional announcements for events, charities, or outside nonprofit organizations in which the City has no official interest or sponsorship are subject to approval by the Mayor's office.



City of San Diego Municipal Programming and Video Production Policies

Character Generated Information - City information for character generated presentation (City Access Magazine) shall be sponsored by a City department, agency or Elected Official Office. Promotional announcements for events, charities, or outside nonprofit organizations in which the City has no official interest or sponsorship are subject to approval by the City. Character generated information and announcements may be edited to provide clarity or to adhere to acceptable time standards and are all subject to the approval of the City Manager or his/her appointee.

Programming For Elected Officials - Due to the limited resources of the Cable TV/Video Services Office, and in the interest of fairness, it shall be the policy of the Cable TV Office to not provide production services or facilities for an elected official to host their own series programming. The Cable TV/Video Services Office will provide a series magazine-type talk-show, with a designated host, that will be made available to all elected official offices and the City Manager or department head offices generally on a first-come, first-serve basis. To afford the greatest diversity of opportunities for all elected officials, the Cable Television Program may grant priority to new or infrequent elected official applicants in preference over repeat and frequent elected official users.

Elected official offices may produce and provide their own individually hosted programming to be telecast on the municipal channel upon approval by the Mayor's office.

OMISSIONS AND ERRORS

Should human or technical error result in the telecast of incorrect information over the municipal channel, the City of San Diego, its officers and agents shall not be liable for the inaccuracy of the information.

CONTENT RESTRICTIONS

All content of the municipal channel shall be under the sole responsibility of the City of San Diego. All content on the channel shall be subject to approval by the Mayor's office. The following content guidelines shall be adhered to:

Political Use of Municipal Channel - The channel may not be utilized for the promotion or "use" of any elected official or candidate. Specific advertising messages on behalf of or opposing any political candidate or measure on a ballot shall not be permitted. Candidates for election or re-election to any office shall not be permitted to use the municipal cable channel, except as may be part of a formal public meeting from the time of their legally qualified candidacy until after the election. The municipal channel is exempt from providing equal opportunities to a candidate under Section 76.205 of the Rules and Regulations of the Federal Communications Commission (FCC) for time incumbents spend on the channel when performing the routine duties of their position, including participation at regular and special sessions of the City Council, other public meetings and bonafide news events.



City of San Diego Municipal Programming and Video Production Policies

Position Advocacy - Any direct advocacy messages including specific promotional messages on behalf of or opposing any ballot initiative, measure proposed by a City department, or items under consideration of the City Council or its commissions or advisory bodies shall generally not be permitted. Issues of controversy covered by the municipal channel shall be presented in a reasonably fair and equitable manner.

Commercialism - There shall be no commercial advertising or other information which promotes the sale of any product or service offered, except for promotional announcements for City sponsored or sanctioned events. All programming shall be consistent with the appropriate Council Policies pertaining to commercialism.

Lotteries - Advertising or other information concerning any lottery, gift enterprise or similar promotion is prohibited.

Promotion of Religion - Programming which directly promotes religious beliefs or religious philosophies shall not be presented on the municipal channel.

Defamatory Material - Subject matter which is defamatory in nature (i.e. slander) shall not be presented on the municipal channel.

Indecent or Obscene Content - There shall be no presentation of programming content which, in the opinion of the City Manager or his/her designee, is indecent, obscene or illegal.

Acceptable Mature Programming - It shall be the policy of the municipal channel to telecast acceptable and approved mature content programming during FCC specified Asafe harbor hours@ when children are less likely to constitute a significant portion of the viewing audience. When possible, acceptable mature programming will be preceded by verbal and/or text information stating that the programming content is intended for a mature audience.

Copyright Restrictions - Programs containing copyrighted materials will not be telecast without proper copyright authorization. Outside agencies submitting programming for telecast are responsible for obtaining all necessary copyright clearance and shall hold the City, its officers and agents, harmless in any case of copyright infringement.

COMPLAINT PROCEDURES

Complaints regarding municipal programming shall be submitted to the Program Manager of the Cable TV/Video Services Office and are to be acted upon within 15 days. Complaint appeals shall be submitted to the director of the department and are to be acted upon as promptly as possible. Subsequent appeals shall be submitted to the City Manager.



INTERDEPARTMENTAL PRODUCTION SERVICES

City departments are eligible to request video production services in accordance with the municipal channel's goals and objectives. The Cable TV/Video Services Office shall review all requests for programming services and confer with the program liaison or other designee of the department or agency. Upon approval of production services, the Cable TV Office shall develop an estimated production schedule and program completion date. The production schedule shall be subject to availability of personnel, facilities, equipment and other commitments.

The Cable TV/Video Services Office may, subject to approval, establish a charge-back schedule and user fees for such purposes.

The Cable TV/Video Services Office shall use reasonable discretion in determining the priority of use of personnel, equipment or facilities in the event of conflicting requests.

INTERGOVERNMENTAL PRODUCTION SERVICES

Other government agencies may request production assistance and use of the Cable TV Office facilities and equipment. Such requests shall be considered on the basis of availability of personnel, facilities, equipment and other programming commitments. Intergovernmental uses of the facilities and equipment must be consistent with the goals and objectives of the municipal channel's policies and guidelines.

Upon approval of intergovernmental production services, an estimated production schedule and program completion date will be established. The Cable TV Office may, subject to approval, establish a production fee agreement for such services. The agreement shall include the method and timetable of payment by the non-City government agency.

USE OF CITY PROGRAMMING AND EQUIPMENT

All programming produced by the City, its officers and agents shall be deemed property of the City. Programs produced by contract agents of the City shall be the property of the City and shall not be sold or commercially distributed without the written permission of the City.

Use of City-owned equipment and related production facilities and equipment shall be restricted to City use and operation thereof to City employees, officers or approved agents of the City. Loaning of equipment for personal use shall not be permitted or authorized. Outside agencies may utilize equipment, staffing and facilities as outlined in the Intergovernmental Production Services section listed above.

City Departments and agencies may request production facilities and equipment including field production equipment and equipment operators for activities which are not intended for telecasting



City of San Diego Municipal Programming and Video Production Policies

on the municipal channel. Such requests shall require sufficient advance notification to the Cable TV/Video Services Office and are subject to the availability of equipment and other prior commitments. The Cable TV/Video Services Office may, subject to approval, establish a schedule of charge-back and user fees for such purposes.

PROGRAMMING ACQUISITION AND EXCHANGE

Liaison and exchange with other local governments involved in programming/telecasting shall be established and maintained. Cooperative arrangements and agreements with local educational programmers, broadcasters, cable companies and other production groups may be established for efficient operations and communications in the community.

PROGRAM SPONSORSHIP

The City of San Diego will accept sponsorship of programming which meets the desired goals and objectives of the municipal channel. Any program sponsored (in full or in part) by a commercial, civic or private entity may carry a brief sponsorship statement at the beginning, end or beginning and end which states the following:

"This program is made possible through a grant from _____"

Video footage during sponsorship acknowledgment may include a logo, name, and address of a sponsor.

Acknowledgment (including in-program recognition) is permitted for entities providing or sponsoring segments of programs produced by the City.

PRODUCTION PERSONNEL POLICIES

Cable TV Program facilities and equipment shall be utilized only by qualified and proficient personnel. All equipment users are subject to approval by the Cable TV/Video Services Office.

City staff, interns, contract or free-lance personnel shall maintain themselves in accordance with the conduct guidelines of the Information Technology and Communications Department of the City of San Diego and all City administrative regulations and Civil Service Rules.

The following abuse of privileges shall be included as grounds for disciplinary action including the withholding of equipment usage privileges or other actions as outlined by the City of San Diego Civil Service Rules and administrative regulations..

- Damage, abuse or mishandling of video production equipment.
- Unauthorized use of video production equipment and facilities, particularly if used for private or commercial purposes.



City of San Diego Municipal Programming and Video Production Policies

- Use of video production equipment or facilities while under the influence of alcohol or illegal drugs.

TECHNICAL STANDARDS

All programs submitted or produced for telecast must meet the following technical standards:

1. Master Telecast videotapes shall be in the appropriate video format for telecast. Acceptable formats shall include:
 - Full-size 3/4" U-Matic or U-Matic SP videocassette
 - Betacam
 - S-VHS
 - Full-size DVCAM digital videocassette
 - Acceptable newly developed formats
2. Program audio must be audible with minimal noise levels when amplified.
3. Program must be no more than a second generation video duplication with a minimum of color smearing. Tapes with excessive "drop-outs" or other technical problems will not be accepted.
4. Tapes submitted for telecast or produced by the Cable TV Office shall be clearly labeled with the following information:
 - Title of program
 - Name of producer
 - Total running time ("TOT") in Minutes : Seconds from fade-up to fade-out.
 - Audio channel designation on Channel one, two or both channels.
 - Number of segments on each tape (if applicable).
 - Generation of dub if not telecast master
 - Multiple tapes for a single program shall be clearly labeled (ex. Title, Tape #1 of 3, Tape #2 of 3 etc.).
5. All tapes (with exception of public meeting coverage) must begin with a title slate and time with no less than 10 seconds of color bars followed by a 10 second countdown and 2 seconds of studio black.
6. Tapes should have no less than 15 seconds of black at the end.
7. All tapes must be electronically edited.

PROGRAM PLAYBACK LOG

A daily log shall be kept of all programming telecast on the municipal channel for each playback day. Log information shall include program title, airtime, length of program or other information as deemed appropriate.



RETENTION OF VIDEOTAPED EVENTS AND PROGRAMS

Telecast master videotapes of City Council meetings will be kept by the Cable TV/Video Services Program Office for a minimum of 3 months. Videotapes may be recycled after being maintained for the minimum amount of time. A duplication tape will be made of each telecast master utilizing VHS videotape format or better and maintained by the Cable TV/Video Services Program Office for a minimum of three years.

Programming produced and telecast by the Cable TV/Video Services Office shall be kept as long as deemed necessary by the City. Raw, stock footage of events shall be maintained solely at the discretion of the City.

Programming accepted for telecast from other sources may be retained for repeat telecasting at the discretion of the City unless other arrangements are made in writing. Upon request, videotapes will be returned to the owner/producer after final telecast. Tapes not returned may be recycled by the Cable TV Office for other programming.

VIDEOTAPE DUPLICATION GUIDELINES

Requests for duplication of videotapes from the Cable TV/Video Services Office shall be submitted in a reasonable length of time prior to the requested completion date. At the option of the Cable TV Office, a "Video Duplication Request Form" may be required.

All requests for duplication of videotapes shall be accompanied by appropriate videotape format to be provided by the individual or organization requesting the dub unless the videotape is provide by the Cable TV Program Office at its option. If videotape is provided by the Cable TV Office for dubbing, the requesting individual or organization may be billed, at cost, for the quantity of tape used for the dubbing

The requesting individual or organization may be billed for the appropriate personnel costs for duplication. Staff duplication charges may be waived for City departments or City agencies seeking a limited number of dubbing requests.

The Cable TV/Video Services Office may bill the requesting individual or organization, at cost, for time incurred to search and queue videotaped coverage of City Council and other agency or board meetings.

COPYRIGHT ISSUES

All regular City TV productions (i.e., meeting coverage and public affairs programs) and all special video works produced by City TV will be under the copyright control of the City of San Diego unless one or more of the following apply:



City of San Diego Municipal Programming and Video Production Policies

1. The work is produced as strictly a "work for hire" for, and funding is provided by, an entity other than the City.
2. Language in a grant, or other funding source which pre-exists the production of the work, establishes a different, related entity as the copyright holder.
3. An agreement is signed, prior to production of the work, granting ownership of copyright to a different, related entity, such as the funding source or the host or moderator of the program.

For productions copyrighted by the City of San Diego, the practical exercise of copyright control shall belong to the agency within the City which funded the production of the work.

Nothing in the above paragraph as regards to public meetings is intended to excuse City TV from the requirements of the State of California's Open Records Act. All requests for video copies of such meetings will be granted, and City TV has the right to require compensation for expenses involved in creation of those copies as per City TV's rate structure.

USE OF MUNICIPAL CHANNEL DURING EMERGENCIES

Government use of the municipal channel during emergencies and disasters declared by the Mayor of the City of San Diego or his/her designee has absolute priority over other programming. During such emergencies or disasters, the municipal channel shall be permitted to accept live, taped, character-generated and audio information from other governmental or non-governmental entities when such announcements are deemed by the Mayor, City Manager or their designee to provide important public information pertaining to the emergency or disaster or other conditions requiring protection of the public health, safety and welfare.

